

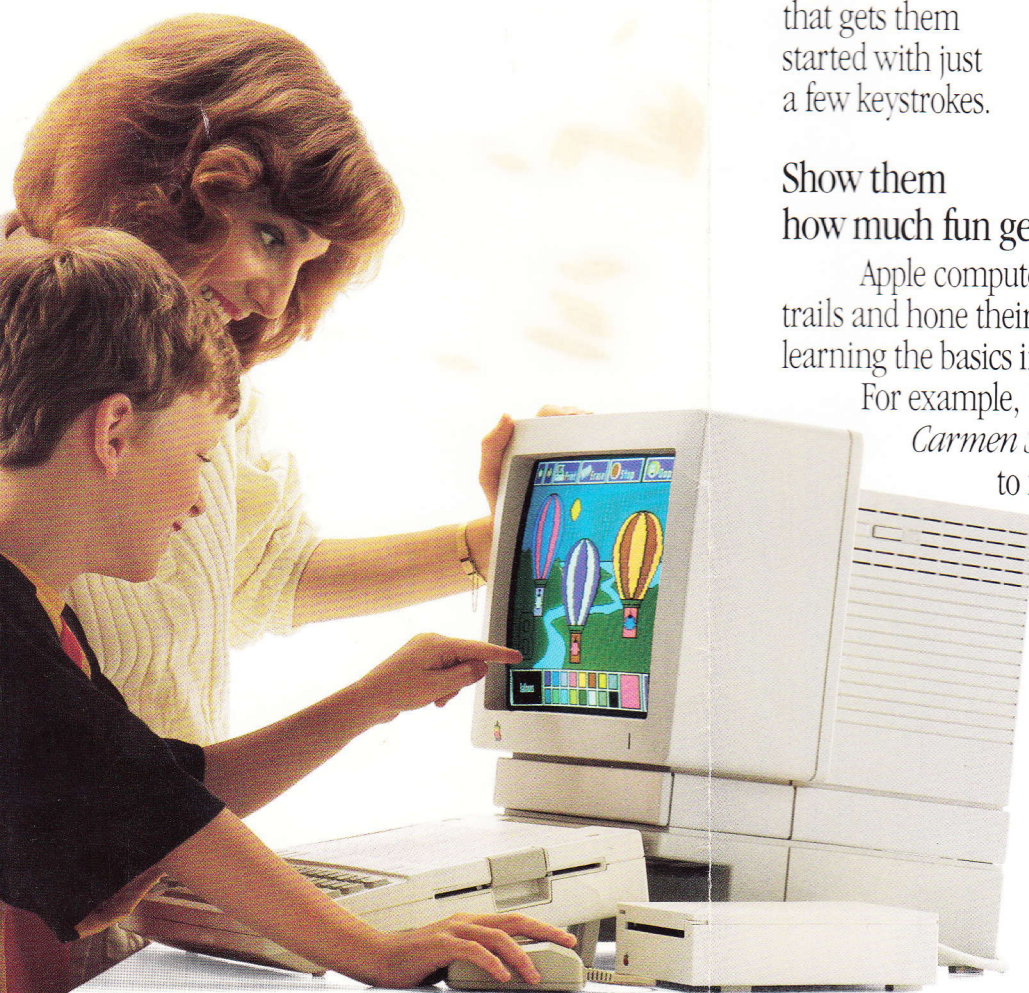


How an Apple[®]
computer completes
their education.





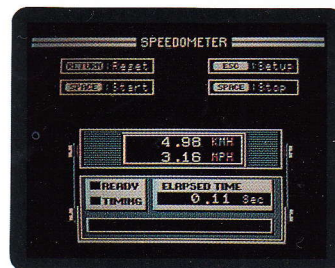
How an Apple® computer completes their education.



Help your kids perform science experiments without a lab.

With lifelike graphics, an Apple can simulate science experiments normally reserved for the lab at school.

And with programs like *Science Toolkit Master Module*, kids can conduct actual scientific experiments using a light probe, a temperature probe, an illustrated experiment guide, and software that gets them started with just a few keystrokes.

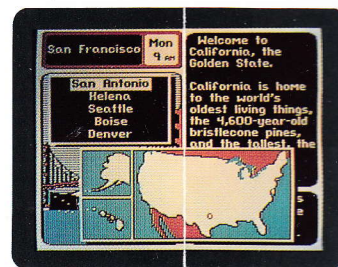


Science Toolkit Master Module.

Show them how much fun geography can be.

Apple computers help kids explore logic trails and hone their reasoning skills, while learning the basics in entertaining ways.

For example, *Where in the U.S.A. is Carmen Sandiego?* challenges them to find the gang that stole the Statue of Liberty's torch by following clues that the gang leaves behind. In the process, they learn about cities and landmarks all over the country.



Where in the U.S.A. is Carmen Sandiego?

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Animate their imagination with computer graphics.

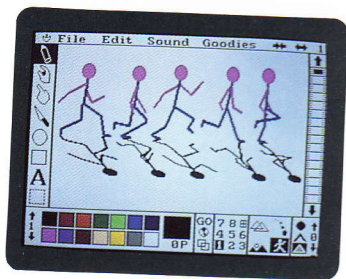
An Apple computer is a great creativity tool. Kids can sketch complex images on the screen. Revise them into infinite combinations of colors, shapes, and designs. Then print them out for all the world to see.

With a program like *Fantavision*, your kids can even animate their drawings, so the images move and change, right before their eyes.

Create custom awards and certificates for jobs well done.

Apple computers are great for recognizing special achievements, from getting a raise to getting straight A's.

Because programs like *Certificate Maker* make it easy to create custom awards and certificates. You simply pick a design, add a name or message, then print. Categories include: sports, business, recreation, home, school, and more.



Fantavision.



Certificate Maker.



Carmen Sandiego?



Electric Crayon.

Teach pre-schoolers about colors, shapes, and even their ABC's.

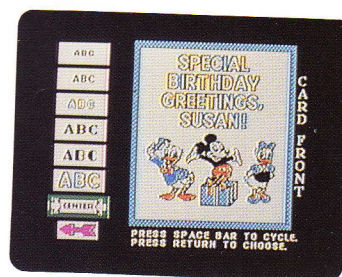
An Apple can give pre-school kids a powerful headstart by helping them learn about colors, numbers, letters, and shapes in fun, interactive ways.

With an *Electric Crayon Computer Coloring Book* and an AppleMouse II, kids can fill in up to 26 different pictures, again and again. Then print them in full color.

Design your family's own stationery and party items.

You can use your Apple computer and your imagination to design and print a host of useful items.

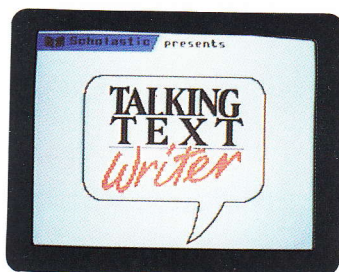
For example, with *Walt Disney CARD & PARTY SHOP* you can create your own personal stationery, as well as party items such as invitations, placemats, and favors. There are 19 favorite Disney characters to choose from, including Mickey Mouse and Donald Duck, plus 100 detailed graphics you can cut, flip, and combine in hundreds of ways.



Walt Disney CARD & PARTY SHOP.

Give your kids a headstart on reading and writing.

With an Apple at home, pre-schoolers can learn to relate letters of the alphabet to familiar sounds with *Talking Text Writer*. And older children can use it to experiment with words,



Talking Text Writer.

sentences, and complete stories.

Talking

Text Writer

allows kids to hear what they type with a synthesized

human voice, giving them a good foundation for listening and learning in school.

Build math skills without tedious math drills.

Learning the basics and developing problem solving skills can be easily enhanced with an Apple because it's so much fun.

Especially with *MATH SHOP*, which helps kids build their



MATH SHOP.

math skills in the grown-up context of a shopping mall. As they work in the ten different shops, they apply a variety of math concepts to fill their customers' orders. You can even set time limits to add extra challenge.



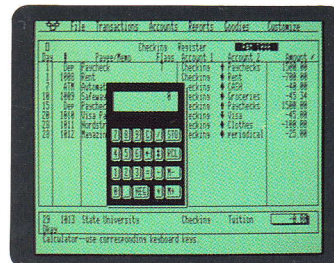
How an Apple® computer completes your home.



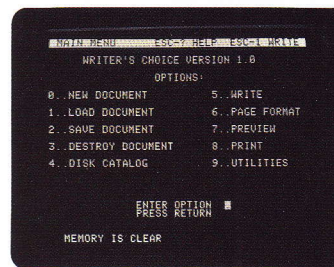
Keep on top of your personal finances almost automatically.

Anything a pencil can do, an Apple can do better. And faster. Including balancing your checkbook.

On Balance, for example, is a fast, easy-to-learn home accounting program that keeps such detailed records of your income and expenses, you may never again have to sort through shoe boxes full of receipts and cancelled checks at tax time.



On Balance.



Writer's Choice from The Personal Choice Collection.

Write and edit, organize and file, or calculate and plan with ease.

Home management involves the same basic functions as managing a business.

The Personal Choice Collection covers them all with

Writer's Choice. All the you only have
Picture with color
If you're
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Use *Picture*
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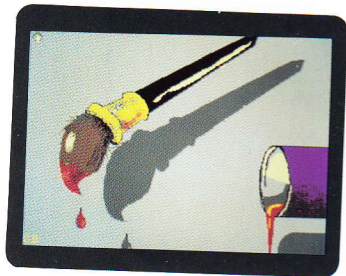
Music Construction.

Writer's Choice, *Filer's Choice*, and *Planner's Choice*. All three use the same commands, so you only have to learn once.

Picture what your imagination can do with color graphics.

If you're creatively inclined, you'll be dazzled by how an Apple computer can bring out your artistic abilities.

Use *Paintworks Plus* to create original art from a rich palate of lines, shapes, and textures. Your Apple-Mouse IIcs becomes a sweeping brush, spray gun, coloring pencil, or outlining pen. And once you've finished, you can print in full color.



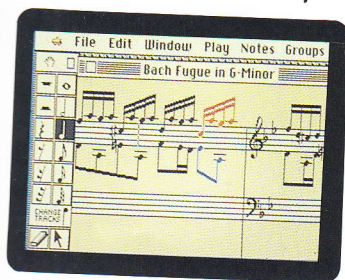
Paintworks Plus.

If you can hum, you can write and play music like a pro.

An Apple computer can make music. And make you a musician. You can actually compose and play music, without reading a note.

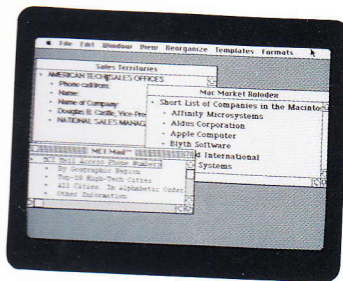
As you work out your ideas using *Music*

Construction Set, your Apple can play them back in a wide range of instrumental voices, then print professional quality sheet music.



Music Construction Set.

Organize complex ideas, facts, and projects in no time.



MORE.

With a Macintosh™ computer, you can organize ideas, facts, and projects in outline form with multiple levels of

increasing detail. With a program like *MORE*, you can reorganize quickly and easily by adding, deleting, or juggling elements. Then add impact and clarity to presentations and proposals by instantly converting your outlines to professional looking Bullet or Tree Charts.

Access a world of information instantly by phone.

With a Macintosh, you can access today's information from any corner of the world. Instantly.

In combination with an Apple Personal Modem, communications software like *MicroPhone* makes it easier than ever to transfer information from other computers. For example, its pre-programmed icons connect you with major information sources like CompuServe and Dow Jones by simply clicking your mouse.



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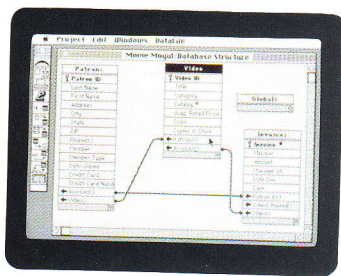
of comput
ize inform
results, and

Simplify information management with a data base.

A data base is a software application that enables you to create special purpose lists from your general purpose files. Like lists of clients in certain Zip Codes. Accounts with balances over 90 days past due. Or employees who exceed sales quotas.

dBASE Mac

is a new data base management system for Macintosh that combines power and flexibility with the simplicity of "point and click" mouse operation.



dBASE Mac

Boost your personal productivity in several key areas at once.

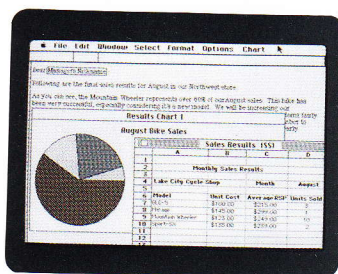
Business people boost their personal

productivity with *word processing*, *data base management*, and *spreadsheet* software.

Microsoft

Works gives you a complete selection

of computerized tools that help you write, organize information, analyze numbers, chart your results, and communicate with other computers.



Microsoft Works



Welcome to the growi



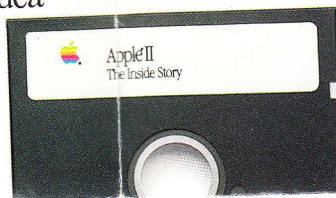
Welcome to an adventure that will bring your family together for exciting new ways to learn, have fun, and get things done.

Your Apple computer gives your family over 10,000 ways to learn, work, and play.

That's because, to date, more than 10,000 software programs have been developed for Apple II computers. And you'll find many of them conveniently listed and reviewed in software directories.

For example, *The Book of Apple Software*, from Stanton, McCroskey, Mellin, covers more than a thousand popular programs for personal productivity, education, home and business management, and entertainment.

And *T-E-S-S*
EPIE: The Educa-



An Apple computer is so easy to learn, you can use it right away.

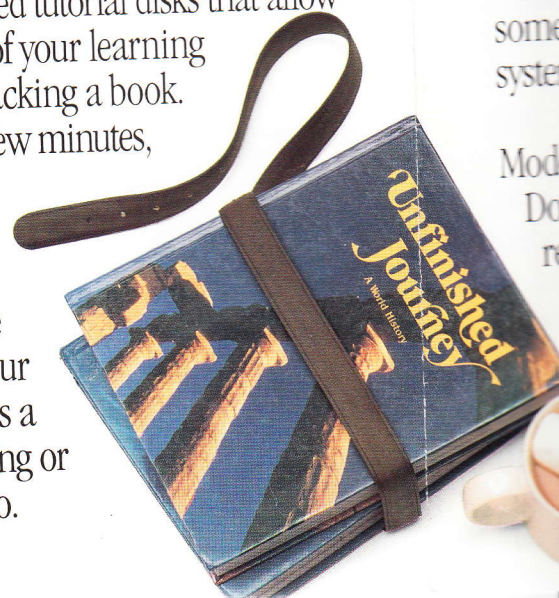
At Apple, we understand how you probably feel about instruction manuals.

So although your Apple computer came with an instruction manual that's famous for brevity and clarity, we've also included self-paced tutorial disks that allow you to do most of your learning without ever cracking a book.

Within a few minutes, you'll feel right

at home. And within a few hours, you'll be able to teach your

kids a thing or two.



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the growing family of Apple system owners.

Your kids probably already know Apple from school.

Schools use Apple computers to allow gifted children to move ahead at a pace that keeps them challenged. And to help kids who are shy participate without fear of making mistakes in front of their friends.

Now, with an Apple of your own, you can bring these benefits home. Which can make homework something it may never have been before. Fun.

Apple systems can grow with your wants, needs, and imagination.

People are designed to grow, and so is your new Apple. Because whenever you want your Apple to do something new, you can expand your system with Apple add-ons or new software.

For example, with an Apple Personal Modem, you can use your Apple to get Dow Jones stock quotes, make airline reservations, do your banking, or tap into an electronic encyclopedia.

Your Apple dealer can help you decide what to add next.

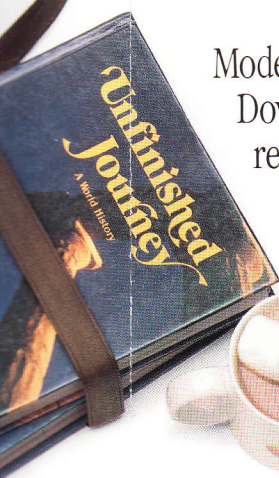
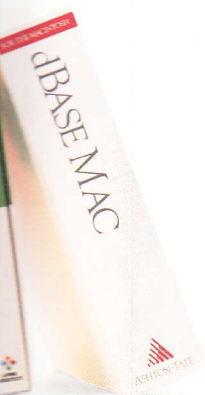
Which Apple add-ons should you add next? Which software programs? The first place to turn for advice and



support is your authorized Apple dealer. Whatever your question, you'll always get a helpful answer. Fast. And for additional ideas, you'll find that there are more magazines and books for Apple II computers than for any other kind of personal computer.

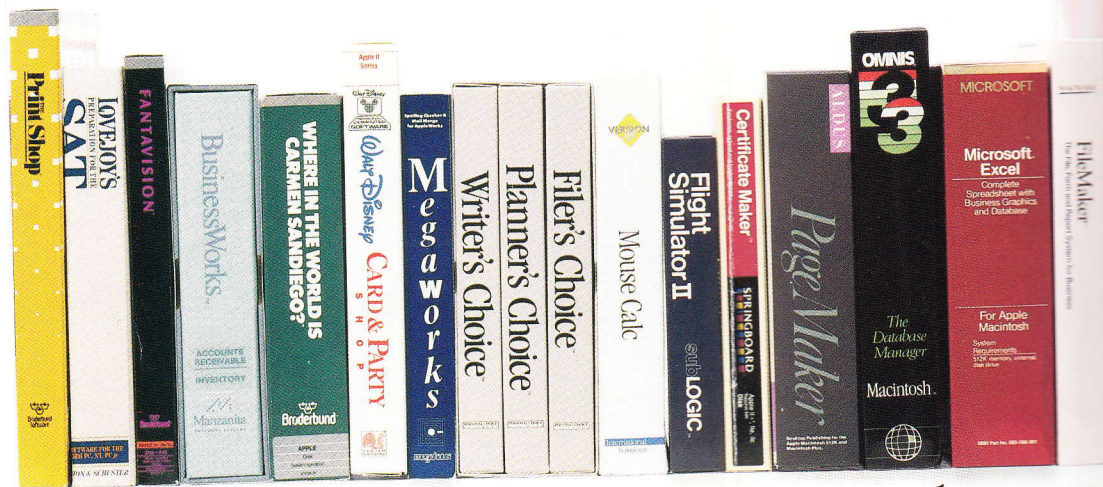
You can also get in touch with an Apple User Group in your area, to learn and share ideas with Apple owners of all experience levels. For the name of the Apple User Group nearest you, call 1-800-538-9696, extension 500.

All this support will help you make more informed decisions about which Apple





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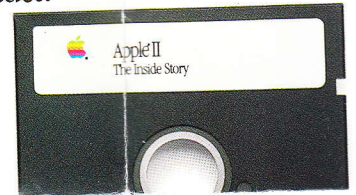
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EPIE: The Educa-



An Apple computer learn, you can use

At Apple, we un probably feel about i

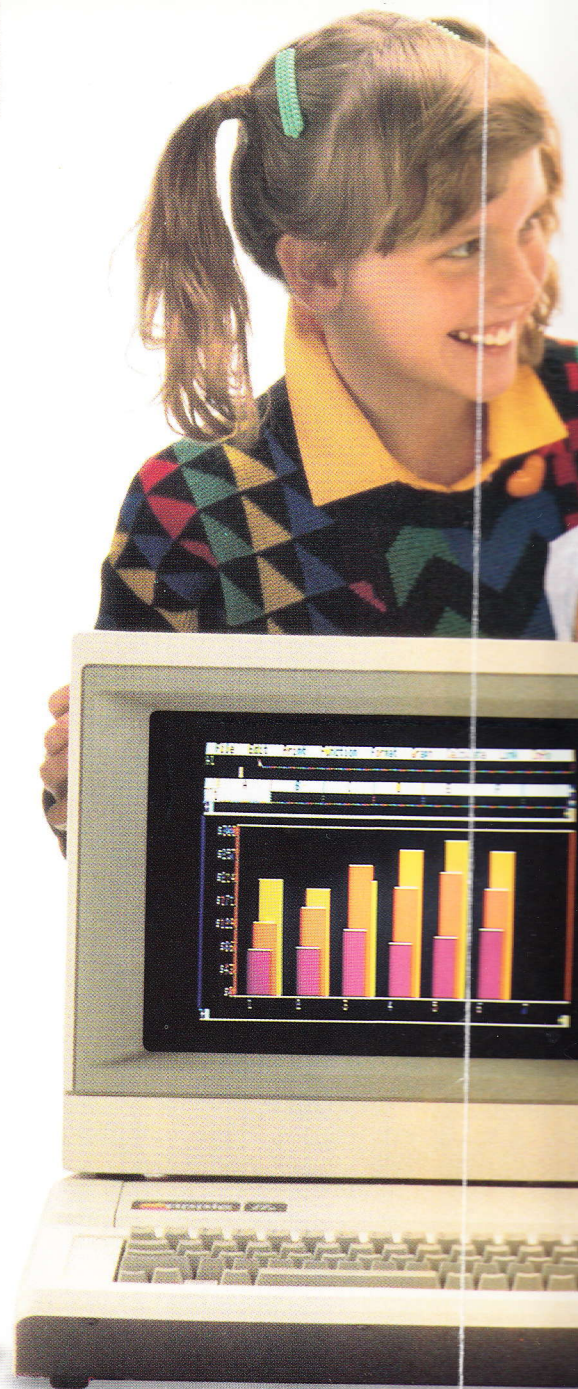
So although yo came with an instru famous for brevity a included self-paced t you to do most of yo without ever crackin

Within a few n you'll feel right at home. And within a few hours, you'll be able to teach your kids a thing o two.

tional Software Selector describes more than 7,800 educational software products and evaluates more than 500. To learn more, contact the Education Products Information Exchange Institute. Call (516) 283-4922.



Apple IIc



Apple IIe

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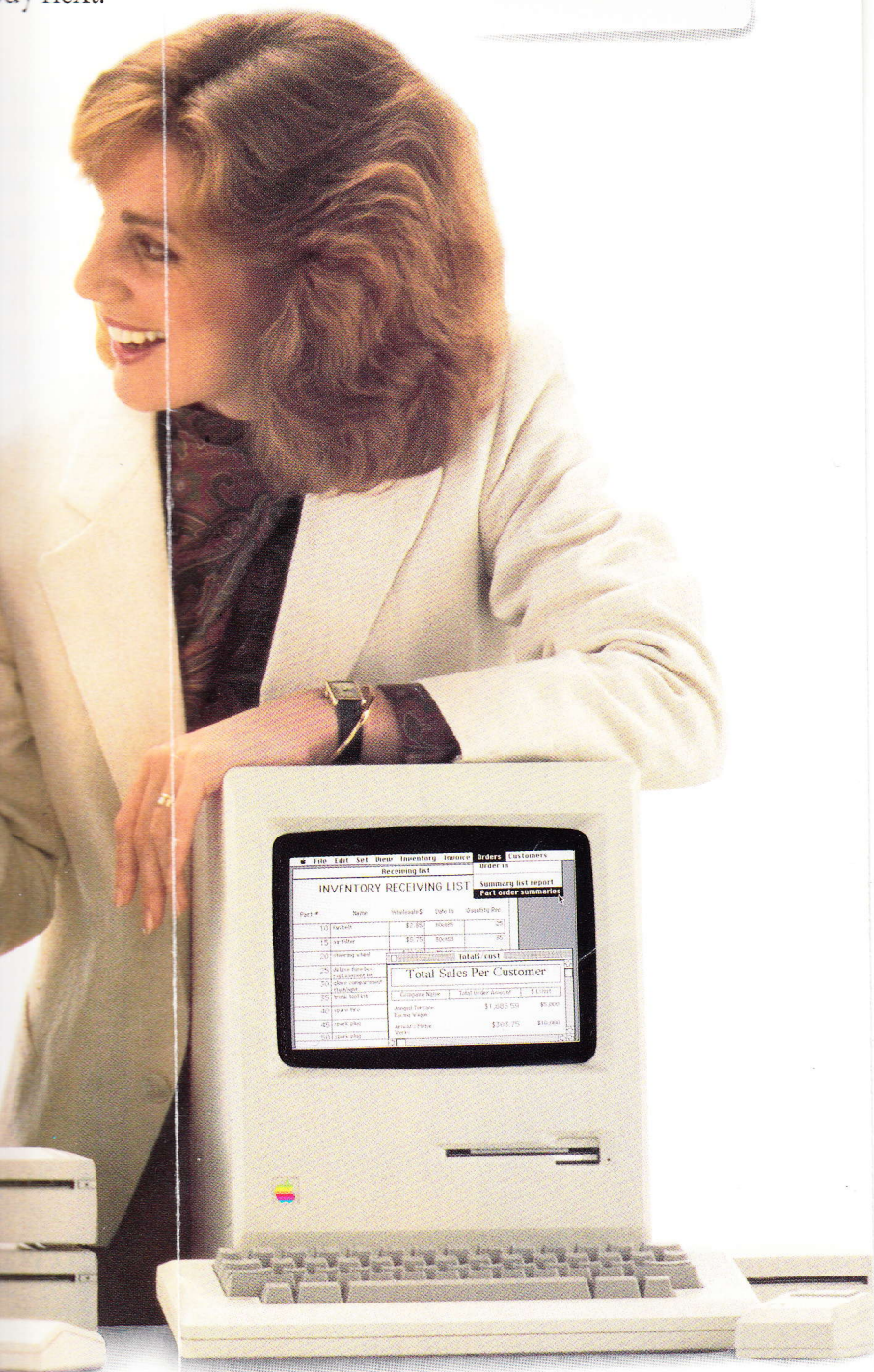
add-ons and software programs to buy next.



The New Apple IIcs

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buy next.



Macintosh 512K Enhanced